

Good morning,

I am writing to provide you with a “heads-up” regarding an upcoming television news story on antibiotics usage in livestock production.

Following its October 2013 segment on human health antibiotics resistance called “Hunting the Nightmare Bacteria,” PBS Frontline is scheduled to air a subsequent one-hour segment titled “The Trouble With Antibiotics” about antibiotic resistance with a focus on animal antibiotics. PBS is currently publicizing this segment on its [website](#), with the scheduled airing of **Tuesday, October 14.**

The Pork Industry is working collaboratively with other livestock commodity groups, as well as the U.S. Farmers and Ranchers Alliance, Animal Ag Alliance, Animal Health Institute, American Veterinary Medical Association and others, to monitor, engage and respond to any and all media coverage of this story.

PBS interviewed farmer and rancher experts in preparing Tuesday’s report, so the perspective of animal agriculture should be well represented. Additionally, the industry is taking the following proactive steps:

1. National Radio News Release – Dr. Karen Jordan, a veterinarian and dairy farmer, has recorded a :60 second radio spot highlighting responsible antibiotics management. (See script below)
2. Proactive Media Pitch – The U.S. Farmers and Ranchers Alliance will offer to mainstream media veterinarian experts and farmers for their point of view.
3. Paid Search Engine Optimization (SEO) – The industry will tie any consumer searches for “PBS Frontline” and “Antibiotics” to the U.S. Farmers and Ranchers Alliance site [Food Source](#). Included in these searches will be the terms “pork, antibiotics and Frontline.” In those cases, users will be directed to the National Pork Board and NPPC site [PorkCares.org](#).

Our U.S. pig farmers are committed to producing safe, wholesome pork in a socially responsible way. The pork industry’s [We Care](#) initiative underscores pig farmers’ commitment to practices that protect human health, including managing antibiotic use. Antibiotics are administered to pigs to protect their health and welfare as well, which helps ensure food safety. Healthy animals equals safe food.

Antibiotics used in pork production have many built-in safeguards in order to provide the safest meat products throughout the food chain:

- The FDA, with its rigorous, scientific processes, has regulatory oversight for review and approval of all antibiotics used in pork production to ensure safe food.
- The U.S. Food Safety and Inspection Service (FSIS) monitors and tests meat to ensure no harmful residues, as established by the FDA, enter the food supply.

- Veterinarians, working with producers, play an important role in ensuring judicious use of antibiotics.

America's pig farmers support the responsible use of antibiotics, whether in human or veterinary medicine. We use professional veterinary guidance on antibiotic use and sound science based in antibiotic research; research often funded through the Pork Checkoff. If you have any questions or concerns, or need more information on this topic, please contact me.

Sincerely,

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Dr. Karen Jordan script:

"As a veterinarian and a dairy farmer, I have two responsibilities: making sure the animals are healthy and the milk we produce is safe. Everyone- farmers, ranchers, veterinarians, doctors, and researchers working in animal or human medicine - needs to work collaboratively to protect both animal and human health. We all eat the same food and want this food to be safe.

Antibiotics are just one of the many tools farmers and ranchers use to help keep animals safe and healthy. There has been no proven link to antibiotic treatment failure in humans due to antibiotics used in animals for consumption.

Preventing antibiotic resistance is important, which is why we as veterinarians have an ethical responsibility to use antibiotics under the direction of the FDA label. In addition, antibiotics important to human medicine used for growth purposes in food animals will be eliminated within three to four years in accordance with the FDA Guidance 209 and 213.

Consumers need to hear the accurate information so they know antibiotic use in animals is not a threat to human health."